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SUE 2,061 FRIDAY 7 FEBRUARY 2014

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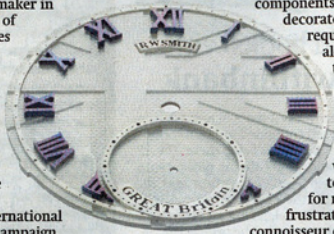
LONDON TIME 21

## Mr Smith goes to London

**IT** MAY have escaped your knowledge that Great Britain harbours the only watchmaker in the world capable of making his watches entirely by hand. But it certainly hadn't passed No. 10 unnoticed, and the Isle of Man's Roger Smith was an immediately obvious candidate for the UK government's international "Great Britain" campaign, promoting our nation's rich tapestry of industrial brilliance. In just under 10

months, Smith had developed and presented his unique piece to the campaign's director Conrad Bird, the 34 components of his hand-decorated Union Flag dial requiring weeks of work alone. For the next two to three years, the £180,000 watch will tour the world as a shining example of remarkable British ingenuity, after which Smith intends to, "probably keep it for myself," no doubt frustrating his hardcore connoisseur clientele, many of whom wait 18 months for their watches to be delivered.

rwsmithwatches.com



British watchmaker Roger Smith (left) is presented a GREAT Britain award by campaign director Conrad Bird



## An exponential expansion for Patek Philippe on Bond Street

BREMONT and William & Son may be making Mount Street the watch district to watch, but venerable heavyweight Patek Philippe is proving that Mayfair's Bond Street is still the place to be, and to be seen. Having secured an agreement with Watches of Switzerland's Aurum Holdings, the family-owned Swiss watchmaker has taken over the leasehold of the group's 16 New Bond Street store in order to knock through and expand its diminutive 15 New Bond Street massively from 85m<sup>2</sup> to 420m<sup>2</sup>, compounding its status as the best-stocked Patek Philippe address in the UK. Meanwhile, round the corner, Watches of Switzerland is set to open a revolutionary three-storey retail concept on Regent Street this May, promising "the next phase of luxury watch retailing", according to Aurum CEO Justin Stead.

patek.com

Perpetual calendar chronograph with new blue dial ref. 5270G, £118,940

# What's ticking? WATCH NEWS